

SPECIAL CITY COUNCIL MEETING
Thursday, June 10, 2010 – 11:00 a.m.
Committee Room – 2nd Floor – City Hall

Pursuant to the proper notification, the Durham City Council held a special meeting on the above date and time in the Committee Room in City Hall with the following members present: Mayor Bell, Mayor Pro Tempore Cole-McFadden and Council Members Brown, Catotti, Clement and Woodard. Excused Absence: Council Member Ali.

Also present: City Manager Thomas Bonfield, City Attorney Patrick Baker and City Clerk D. Ann Gray.

Mayor Pro Tempore Cole-McFadden called the special meeting to order.

Subject: Presentation on Draft Strategic Plan

City Manager Bonfield made comments on the process/overview of the strategic plan.

Jay Reinstein, of Budget & Management Services, commented on the work that had been completed within the last nine months on the strategic plan as follows:

September 2009

- Teams identified & Review of existing data/information

October 2009 – December 2009

- Data Collected
- Department Directors Retreat
- City Council Meeting
- First PDT Meeting
- Strategic Planning Liaisons Session
- Staff Forums
- Boards/Committees/Commissions Forum
- On-line SWOC Survey
- Stakeholder Interviews

January 2010

- Final SWOC Summary Report received from the consultant (Zelos)

February 2010

- City Council update on Vision, Mission, Goals & Priorities (Budget Retreat)
- Strategic Planning Webpage goes live

March 2010

- PDT Drafting Strategic Plan (2x per month through May)

April 2010

- PDT presents objective to DST
- PDT creates intermediate measures

May 2010

- PDT presents intermediate measures and preliminary initiatives to DST
- Strategic Plan Template draft complete to include preliminary initiatives

SWOC Themes from All Respondents**Strengths:**

- Leadership, dedication of employees, customer services, work quality & teamwork

Weaknesses:

- Poor communication between departments, lack of accountability & deferred maintenance

Opportunities:

- Partnerships with the public and private sectors, public transportation, downtown revitalization & cultural diversity

Challenges:

- City's image, public transportation, and the loss of Federal & State fund

The Goals & Objectives in this plan tie back to the SWOC Results.

Bertha Johnson, Director of Budget & Management Services, made a presentation on the plan highlighting the following:

Mission Statement:

Proposed Mission Statement: To provide quality services to make Durham a great place to live, work and play.

Vision Statement

Proposed Vision Statement: Durham is the leading city in providing an excellent and sustainable quality of life.

Goals

Proposed Goals: Strong & Diverse Economy; Safe & Secure Community; Thriving Livable Neighborhoods; Well Managed City; Well Managed Infrastructure

Key Strategic Planning Terms

- Outcome Measures
- Objectives
- Intermediate Measures
- Initiatives

Outcome Measures for Strong & Diverse Economy

Goal: To maintain and grow a strong and diverse economy by providing a variety of businesses, industries and employment opportunities for the community.

Outcome Measures: 1) Mean (or average) salary; 2) Median Salary; 3) Percent growth in tax base; 4) Unemployment rate; 5) Poverty rate (income brackets by mean, median, mode); and 6) Percent of jobs in various employment sectors.

Ms. Johnson also presented the objectives and intermediate measures for a strong and diverse economy.

Outcome Measures for Safe and Secure Community

Goal: To provide safe and secure neighborhoods which are fundamental to the quality of life and economic vitality of the city.

Outcome Measures: 1) Part 1 crimes per capita (more serious offences = rape, robbery, homicide, etc.); 2) Crime Clearance Rate; 3) Percent of Structure Fires contained to room of origin; and 4) Citizen perception of safety.

Ms. Johnson also presented the objectives and intermediate measures for a safe and secure community.

Outcome Measures for Thriving Livable Neighborhoods

Goal: To strengthen the foundation, enhance the value and improve the quality of neighborhoods.

Outcome Measures: 1) Citizens perception of the overall quality of their neighborhood (citizen survey); 2) Percent of neighborhood improvement on the neighborhood health index; 3) Walkable to amenities/destinations; 4) Percent of greenhouse emissions; and 5) Accessibility Measure.

Ms. Johnson also presented the objectives and intermediate measures for thriving livable neighborhoods.

Outcome Measures for Well Managed City

Goal: To provide professional management that is accountable, efficient and transparent.

Outcome Measures: 1) Bond rating; 2) Customer satisfaction rating; 3) Employee satisfaction rating; 4) Percent of Budget maintained as fund balance (target set by policy); and 5) Per Capita Tax Burden

Ms. Johnson also presented the objectives and intermediate measures for a well managed city.

Outcome Measures for Well Managed Infrastructure

Goal: To plan, provide and maintain adequate infrastructure which supports quality of life and serves as a foundation of healthy economy.

Outcome Measures: 1) Percentage of lane miles of city streets rated in good or better condition; 2) Percent of assets rated in good or better condition; 3) Days of water supply available; 4) City/DCVB survey questions associated with the city's image.

Ms. Johnson also presented the objectives and intermediate measures for well managed infrastructure.

Discussion was held on how the administration would measure the following: 1) percent of population having access to eGov and Broadband; and 2) appearance of gateways into City.

Bertha Johnson, Director of Budget & Management Services, commented on the preliminary initiatives that were developed for each of the five goals. She stated the initiatives were specific programs/strategies/activities that will help the administration meet the performance targets. Also, she said the list of initiatives was not complete.

Deputy City Manager Wanda Page commented on the new tracking system for complaints entitled CMOSR. She stated she would provide council with follow-up information regarding this new system.

City Manager Bonfield commented on the Blue Print for Leadership Pipeline.

Mayor Pro Tempore Cole-McFadden asked that an outcome measure be added regarding visitor/visitor spending.

Mayor Bell suggested an outcome measure be added on how the citizens feel about the police department.

Council Member Clement asked for the names of the individuals [public/private] who assisted in putting the strategic plan together.

Bertha Johnson stated she would make available the list of stakeholders.

At this time, the Zelos consultants conducted a question and answer session regarding the plan.

Mayor Pro Tempore Cole-McFadden commented on the talented city employees and thanked the City Manager for his leadership.

Council Member Clement questioned if there was county involvement in this process.

City Manager Bonfield stated they were given an opportunity as a stakeholder to participate.

Council Member Catotti thanked the city administration and Zelos for their work.

Jay Reinstein, of Budget & Management Services, commented on the final plan being presented to council in September 2010 and the implementation phase occurring from September 2010 thru December 2010. He also stated departmental plans will be developed.

Mayor Bell suggested that a timeframe be made a part of the plan for future councils.

The Council thanked the administration for their work on the strategic plan.

Mayor Pro Tempore Cole-McFadden commented on the Y. E. Smith Elementary School graduation ceremony she attended and the involvement city employees volunteering at that school.

City Manager Bonfield made comments on the city's culture of service initiative.

Break 12:08 p.m. – 12:25 p.m.

Other Matters

Subject: Preliminary FY 2010-2011 Budget Discussion

City Manager Bonfield stated the following items still needed some council discussion regarding the budget: Street Resurfacing; Warrant Control; Crest Street Mowing and Budget Balancing.

Council Member Woodard asked that discussion on the Neighborhood College be added.

Council Member Catotti suggested that discussion on a penny for housing.

Council Member Clement suggested that discussion on Durham Affordable Housing Coalition be added.

City Manager Bonfield commented on the street resurfacing program extension options.

Deputy City Manager Wanda Page made comments on the process/schedule for a possible bond referendum to take place in November 2010.

The council held discussion on the possibility of having a bond referendum placed on the November 2010 ballot [\$15,000,000 vs. \$20,000,000].

It was the consensus of the council to move forward with a \$20,000,000 street bond order.

The City Council directed the administration to begin the process on a \$20,000,000 street bond order to be brought to council at its June 21, 2010 meeting.

A special city council meeting was set for Thursday, July 8, 2010 at 12 noon to introduce the bond order and to set a public hearing.

Due to a previous engagement, Council Member Brown requested an excused absence from the July 8th special meeting.

Motion by Council Member Woodard seconded by Council Member Catotti to excuse Council Member Brown from the special meeting on July 8, 2010.

The motion was approved by a vote of 6/0.

There being no further business to come before the Council, the meeting was adjourned at 1:07 p.m.

D. Ann Gray, MMC
City Clerk

Note: The City Council continued its Preliminary FY 2010-2011 budget discussion at the conclusion of the June 10, 2010 City Council Work Session.